R.J. Reynolds Tobacco Company

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Area Manager - Operations
North East Sales Area

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November 20, 1995

SENT VIA FAX

Roger Farmer
Larry Poole
Peter Schmidt

RE: **Proposed 1996 Doral Temporary Savings Display Program**

Attached you will find an outline for a Doral Temporary Savings Display Program proposed for use in high priority Doral Regions during 1996. Although the program is primarily intended to be utilized in accounts in the 75 - 100 C.P.W. range, it could be utilized in accounts down to 50 C.P.W. that you are covering with a T.R. or S.R.

I would appreciate each of you providing me with your thoughts on this program, as well as any ideas you may have to improve it on or before 12/5/95.

Call if you have any questions.

Don

0139DF/di

DMs, KAMs RBM
Please let me have your thoughts / ideas (if any) by 11/27/95.
Thanks.
Roger.

51859 8200

Source: https://www.industrydocuments.ucsf.edu/docs/yjwn0000